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File   94:JICST-EPlus 1985-2006/May W1
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         (c) 2006 NTIS, Intl Cpyrght All Rights Res
File 144:Pascal 1973-2006/Jul W4
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Set   Items   Description
S1   6700383   SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES-
                  TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR
                  IMPREGNABLE OR INVIOLABLE
S2   15062017   GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-
                  D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3   38480604   ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR
                  APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR
                  MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4   23751791   INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-
                  RN OR PATTERNS OR DATASET OR DATASETS
S5   10196386   DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-
                  AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION
                  OR INTERNET
S6   17224   (MONITORING OR NIELSON OR SETTOP OR SET()TOP)()(BOX?? OR D-
                  EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-
                  ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-
                  S)
S7   48150   S1(20N)(S2(10N)S3)

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S8      934529    S4(10N)S5
S9         182    S6(20N)S8
S10          0    S7(S)S9
S11          0    S7 AND S9
S12         19    S1(S)S2(S)S3(S)S4(S)S5(S)S6
S13         52    S1(S)(S2 OR S3)(S)S4(S)S5(S)S6
S14          6    S13(S)(AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? -
                  OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S15          7    S13 AND (AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ?
                  OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S16         22    S13 OR S15 ;
S17          7    S16 NOT PY>2000
S18          7    S17 NOT PD=20000114:20060930
S19          5    RD  (unique items)
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? show files;ds
File  20:Dialog Global Reporter 1997-2006/Aug 16
         (c) 2006 Dialog

Set     Items    Description
S1   10910046    SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES-
                 TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR
                 IMPREGNABLE OR INVIOLABLE
S2    9386698    GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-
                 D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3    7343762    ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR
                 APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR
                 MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4   16119507    INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-
                 RN OR PATTERNS OR DATASET OR DATASETS
S5    6187322    DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-
                 AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION
                 OR INTERNET
S6      56382    (MONITORING OR NIELSON OR SETTOP OR SET()TOP)()(BOX?? OR D-
                 EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-
                 ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-
                 S)
S7      10323    S1(20N)(S2(10N)S3)
S8    1080086    S4(10N)S5
S9       2440    S6(20N)S8
S10         5    S7(S)S9
S11         8    S7 AND S9
S12       886    S1(S)(S2 OR S3)(S)S4(S)S5(S)S6
S13       791    S12(S)(AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? -
                 OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S14       454    S1(S)S2(S)S3(S)S4(S)S5(S)S6
S15       437    S14(S)(AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? -
                 OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S16        32    S15 NOT PY>2000
S17        14    S16 NOT PD=20000114:20060930
S18        14    RD  (unique items)
```

18/3,K/2

24730815
Dotcoms & digital - the media tale of '99
MEDIA WEEK
December 16, 1999
JOURNAL CODE: WMWK   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 2403

    ... April and was replaced in June by Tony Ball. Ball went on the
offensive and **set - top   boxes** for Sky digital were given away free. It
currently has around two million subscribers. ONdigital...

... in August and was replaced by Stuart Prebble from Granada. The company
matched Skyas free **set - top   box** offer, launching integrated digital
TVs and in November launching a pre-pay service. By October it has
 secured   411,000 subscribers. The big news of the year was undoubtedly
United News & Media and Carltonas decision to merge. The new conglomerate
will command over 40% of **TV   advertising**   revenue and represent six
major ITV regions, if the deal is approved. While much of...

18/3,K/8

02900176
**Five Leading Electronics Manufacturers Announce Licensing of Digital
    Transmission Content Protection Method**
BUSINESS WIRE
September 23, 1998
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 588

    ...products has spurred interest by the entertainment, electronics and
broadcast industries in adopting methods to **protect** digital content
transferred between electronics products such as personal computers, DVD
players, set-top boxes and digital **television** sets. In February 1998, the
five companies presented the DTCP method to the Copy Protection Technical
Working Group (CPTWG), an **ad** -hoc cross-industry body organized to
 evaluate content protection technologies. The five companies subsequently
established the DTLA in June 1998 to simplify...

... of the DTCP method by content providers, electronics manufacturers and
broadcast service providers. Detailed technical **information** concerning
the operation and implementation of the DTCP method is available through
the DTLA pursuant to the terms of a nondisclosure agreement. The necessary
export license authorizations have already been **secured** from the
governments of the United States and Japan. Both a technical white paper
describing the DTCP method and licensing **information** from the DTLA can be
found on the **Internet** at http://www.dtcp.com. Businesses interested in
licensing the DTCP method should contact: Digital...

... consolidated sales of 8,417 billion yen ($63.8 billion(1)). The company
manufactures and **markets** a wide range of products, including computers,
semiconductors, consumer products and power and industrial equipment. For
more **information**   on Hitachi, Ltd., please visit Hitachi's Web site at
http://www.hitachi.co.jp...

... largest chip maker, is also a leading manufacturer of computer, networking and communications products. Additional **information** about Intel is available at www.intel.com/pressroom. Matsushita Electric Industrial Co., Ltd., is...

...worldwide, its consolidated annual sales for the fiscal year ended March 31, 1998 reached a **record** 7,890.7 billion yen (U.S. $59.78 billion). For more **information** , please visit our website at www.panasonic.co.jp Sony Corporation is a leading manufacturer of audio, video, communications and **information** technology products for the consumer and professional **markets** . Its music, pictures and computer entertainment operations make Sony one of the most comprehensive entertainment companies in the world. Sony **recorded** consolidated annual sales of over $51 billion for the fiscal year ended March 31, 1998...

... Page URL: http://www.sony.co.jp/ Toshiba is an integrated manufacturer of products spanning **information** & communications systems, **information** media & consumer products, electronic components and power systems & industrial equipment. The company has 186,000...

18/3,K/10
DIALOG(R)File 20:Dialog Global Reporter
(c) 2006 Dialog. All rts. reserv.

02879153
Largest Exhibit to Date; CableNET '98 Focuses on Service Delivery Via Interoperable Modems, Digital Set Tops and Internet Phones
BUSINESS WIRE
September 21, 1998
JOURNAL CODE: WBWE   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1395

    ... box. NetSpeak Corporation plans to demonstrate PacketCable interoperability. Panamsat will exhibit a satellite alternative to **Internet** access. Phasecom Inc. intends to demonstrate interoperable internal and external DOCSIS cable modems. Philips will...

... to conform to the expected SMPTE specification for splicing MPEG-2 bit streams in digital **ad** and local program insertion applications. Pioneer Electronic Corporation expects to display its Voyager digital **set - top box** and an interactive program guide. It also plans to demonstrate an IEEE 1394 interface between its digital set top and a plasma display **television** . Samsung will demonstrate high-speed **Internet** access and real-time audio video content delivery using its DOCSIS cable modem, InfoRanger(tm). Scientific-Atlanta plans to demonstrate multiple applications running over its Explorer 2000 digital **set - top box** , including a high-definition **television** demonstration running over an IEEE 1394 interface. SeaChange International intends to demonstrate a video-on

? show files;ds
File   9:Business & Industry(R) Jul/1994-2006/Aug 15
          (c) 2006 The Gale Group
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File 148:Gale Group Trade & Industry DB 1976-2006/Aug 15
          (c)2006 The Gale Group
File   13:BAMP 2006/Aug W1
          (c) 2006 The Gale Group

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Set     Items    Description
S1    4025652    SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES-
                 TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR
                 IMPREGNABLE OR INVIOLABLE
S2    4735453    GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-
                 D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3    5563963    ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR
                 APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR
                 MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4   10898752    INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-
                 RN OR PATTERNS OR DATASET OR DATASETS
S5    4017240    DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-
                 AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION
                 OR INTERNET
S6      62384    (MONITORING OR NIELSON OR SETTOP OR SET()TOP)()(BOX?? OR D-
                 EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-
                 ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-
                 S)
S7      14369    S1(20N)(S2(10N)S3)
S8     731059    S4(10N)S5
S9       2839    S6(20N)S8
S10         3    S7(S)S9
S11         4    S7 AND S9
S12        49    S1(S)S2(S)S3(S)S4(S)S5(S)S6
S13        51    S11 OR S12
S14        31    S13 NOT PY>2000
S15        24    S14 NOT PD=20000114:20050930
S16        23    RD  (unique items)
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File 16:Gale Group PROMT(R) 1990-2006/Aug 15
        (c) 2006 The Gale Group
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        (c) 1999 The Gale Group
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        (c) 2006 The Gale Group
File 476:Financial Times Fulltext 1982-2006/Aug 11
        (c) 2006 Financial Times Ltd
File 621:Gale Group New Prod.Annou.(R) 1985-2006/Aug 15
        (c) 2006 The Gale Group

Set   Items   Description
S1   4600029   SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES-
                 TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR
                 IMPREGNABLE OR INVIOLABLE
S2   4954396   GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-
                 D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3   5621720   ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR
                 APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR
                 MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4   11458536 INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-
                 RN OR PATTERNS OR DATASET OR DATASETS
S5   4276579   DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-
                 AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION
                 OR INTERNET
S6   78373   (MONITORING OR NIELSON OR SETTOP OR SET()TOP)()(BOX?? OR D-
                 EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-
                 ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-
                 S)
S7   11701   S1(20N)(S2(10N)S3)
S8   872048   S4(10N)S5
S9   4027   S6(20N)S8
S10   6   S7(S)S9
S11   65   S1(S)S2(S)S3(S)S4(S)S5(S)S6
S12   43   S11(S)(AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? -
                 OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S13   38   S12 NOT PY>2000
S14   19   S13 NOT PD=20000114:20060930
S15   14   RD (unique items)

Caryn S. Wesner-Early   EIC 3600 16-Aug-06   p. 1

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File 624:McGraw-Hill Publications 1985-2006/Aug 16
         (c) 2006 McGraw-Hill Co. Inc
File 634:San Jose Mercury Jun 1985-2006/Aug 15
         (c) 2006 San Jose Mercury News
File 636:Gale Group Newsletter DB(TM) 1987-2006/Aug 15
         (c) 2006 The Gale Group
File 610:Business Wire 1999-2006/Aug 16
         (c) 2006 Business Wire.
File 613:PR Newswire 1999-2006/Aug 16
         (c) 2006 PR Newswire Association Inc
File 810:Business Wire 1986-1999/Feb 28
         (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
         (c) 1999 PR Newswire Association Inc

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Set    Items    Description
S1   3167196    SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES-
                TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR
                IMPREGNABLE OR INVIOLABLE
S2   3690322    GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-
                D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3   3548106    ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR
                APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR
                MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4   7911732    INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-
                RN OR PATTERNS OR DATASET OR DATASETS
S5   3039402    DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-
                AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION
                OR INTERNET
S6     47715    (MONITORING OR NIELSON OR SETTOP OR SET()TOP)()(BOX?? OR D-
                EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-
                ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-
                S)
S7      7981    S1(20N)(S2(10N)S3)
S8    599276    S4(10N)S5
S9      2594    S6(20N)S8
S10        4    S7(S)S9
S11       77    S1(S)S2(S)S3(S)S4(S)S5(S)S6
S12       56    S11(S)(AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ?
                OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S13       30    S12 NOT PY>2000
S14       22    S13 NOT PD=20000114:20060930
S15       18    RD (unique items)
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all

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? show files;ds
File 267:Finance & Banking Newsletters 2006/Jul 17
        (c) 2006 Dialog
File 268:Banking Info Source 1981-2006/Aug W1
        (c) 2006 ProQuest Info&Learning
File 625:American Banker Publications 1981-2006/Aug 16
        (c) 2006 American Banker
File 626:Bond Buyer Full Text 1981-2006/Aug 16
        (c) 2006 Bond Buyer
File 635:Business Dateline(R) 1985-2006/Aug 16
        (c) 2006 ProQuest Info&Learning
File 647:CMP  Computer Fulltext 1988-2006/Sep W4
        (c) 2006 CMP Media, LLC
File 674:Computer News Fulltext 1989-2006/Aug W1
        (c) 2006 IDG Communications
File 696:DIALOG Telecom. Newsletters 1995-2006/Aug 15
        (c) 2006 Dialog
File  56:Computer and Information Systems Abstracts 1966-2006/Jul
        (c) 2006 CSA.
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Set	Items	Description
S1	1001059	SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RESTRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR IMPREGNABLE OR INVIOLABLE
S2	1105666	GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECORD??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3	1490934	ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4	1958096	INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTERN OR PATTERNS OR DATASET OR DATASETS
S5	851580	DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEHAVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION OR INTERNET
S6	16674	(MONITORING OR NIELSON OR SETTOP OR SET()TOP)()(BOX?? OR DEVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR MODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENTS)
S7	2253	S1(20N)(S2(10N)S3)
S8	122558	S4(10N)S5
S9	476	S6(20N)S8
S10	0	S7(S)S9
S11	192	S1(S)S2(S)S3(S)S4(S)S5(S)S6
S12	175	S11(S)(AD OR ADS OR ADVERT? OR PUBLICITY OR COMMERCIAL? ? OR CM OR PROMOTION?? OR MARKET OR MARKETS OR MARKETING)
S13	2	S7(S)S4(S)S5(S)S6
S14	7960	S1(20N)S2(20N)S3
S15	9	S14(S)S4(S)S5(S)S6
S16	78	S12 NOT PY>2000
S17	43	S16 NOT PD=20000114:20060930
S18	38	RD (unique items)

? show files;ds
File 75:TGG Management Contents(R) 86-2006/Aug W1
        (c) 2006 The Gale Group
File 47:Gale Group Magazine DB(TM) 1959-2006/Aug 15
        (c) 2006 The Gale group
File 141:Readers Guide 1983-2006/Jun
        (c) 2006 The HW Wilson Co
File 482:Newsweek 2000-2006/Aug 14
        (c) 2006 Newsweek, Inc.
File 483:Newspaper Abs Daily 1986-2006/Aug 14
        (c) 2006 ProQuest Info&Learning
File 484:Periodical Abs Plustext 1986-2006/Aug W1
        (c) 2006 ProQuest
File 369:New Scientist 1994-2006/Jul W3
        (c) 2006 Reed Business Information Ltd.
File 370:Science 1996-1999/Jul W3
        (c) 1999 AAAS
File 996:NewsRoom 2000-2001
        (c) 2006 Dialog

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Set     Items    Description
S1     5325142   SECUR??? OR PRIVA?? OR CONFIDENTIAL?? OR ENCRYPT??? OR RES-
                 TRICTED OR CONTROLLED OR PROTECT?? OR ENCOD??? OR ENC?PHER? OR
                 IMPREGNABLE OR INVIOLABLE
S2     7706176   GATHER??? OR COLLECT??? OR AMASS??? OR ASSEMBL??? OR RECOR-
                 D??? OR CAPTUR??? OR PULL??? OR EXTRACT??? OR OBTAIN???
S3     6233657   ANALYZ? OR ANALYS? OR FILTER??? OR SYNTHESI? OR ASSAY??? OR
                 APPRAIS??? OR ASSESS? OR DISTIL? OR INTERPRET? OR MODELING OR
                 MODELLING OR EVALUAT? OR CORRELAT? OR CORELAT? OR COMPAR?
S4    12374940   INFORMATION OR DATA OR FACTS OR INFO OR REPORT??? OR PATTE-
                 RN OR PATTERNS OR DATASET OR DATASETS
S5     5708405   DEMOGRAPHIC OR POPULATION OR GEOGRAPHIC OR BEHAVIOR OR BEH-
                 AVIOUR OR ACTUARIAL OR VIEWING OR SURFING OR TV OR TELEVISION
                 OR INTERNET
S6       34181   (MONITORING OR NIELSON OR SETTOP OR SET()TOP)()(BOX?? OR D-
                 EVICE OR DEVICES OR APPARATUS OR UNIT OR UNITS OR MODULE OR M-
                 ODULES OR PROCESS?R OR PROCESS?RS OR INSTRUMENT OR INSTRUMENT-
                 S)
S7       11388   S1(20N)(S2(10N)S3)
S8      828261   S4(10N)S5
S9        1372   S6(20N)S8
S10          2   S7(S)S9
S11         96   S1(S)S2(S)S3(S)S4(S)S5(S)S6
S12         96   S10 OR S11
S13         51   S12 NOT PY>2000
S14          2   S13 NOT PD=20000114:20060930
S15          2   RD  (unique items)
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Agencies It was a year dominated by dotcom revenue and drawn out account
pitches. It was also a year of regional restructuring as the agency scene
outside London changed beyond recognition. The big winners of the year
were MediaCom TMB, which picked up the AGBP85 million Volkswagen group
account in August after a review that dragged on for longer than most will
care to remember. Zenith Media grabbed the AGBP58million Mars TV, radio
and cinema task in September and BMP OMD picked up Hasbroas AGBP46 million
account in August. MindShare acquired a new managing director, Simon Rees,
in January 1999, triggering a year of restructuring. Tony Read, Graham
Page and Paul Thomas joined as Janine Abrahams, Jane Ostler and Adam Crow
left. On the business front, the agencyas biggest win was the AGBP20
million Britvic/Pepsi task. Y&R gets the Edge Young & Rubicamas
media department become The Media Edge in February but the agencyas new
business drive has only really gathered pace in December, picking up
E-Loan, Ericsson and Danone. In March, PHD Compass linked up with
Leeds-based Poulter Partners to form New PHD Compass, with billings of
over AGBP60 million. In April, Western International Media picked up the
AGBP10 million media planning and buying account for Airtours, but the key
event for this agency was retaining Vauxhall and its AGBP86 million
account, in February. BJK&E took the AGBP15 million UK buying task for
Mercedes Benz out of Mediapolis in April, effectively centralising UK
buying for the newly merged auto giant Daimler Chrysler. The agency
already held Chrysleras AGBP15 million task. Carat Manchester lost the
AGBP10 million Iceland media account in June and parted company with
managing director Terry Cole shortly afterwards. MGM picked up AGBP30
million of extra Virgin money as the company rolled out its Virgin Mobile
and Thetrainline.com brands. It has been a short and extremely busy year
for Starcom. Leo Burnettas media arm launched on June 1 with the AGBP21
million Heinz account. Although wins included Morgan Stanley Dean Witter
and Bounty, by November it was in merger talks with Motive Communications
following Burnetts tie-up with MacManus. Mediapolis was one of a number of
agencies to boost its new media credentials as the dotcom boom gathered
pace. Initiative Media established Initiative.com in September. Zenith
joined the bandwagon in November with Zenith Interactive Solutions
MediaCom TMB celebrated its AGBP85 million Volkswagen win in August by
appointing a new management team in the shape of joint managing directors
Nick Lawson and Jane Ratcliffe. The Leeds media scene was given a boost in
September with the launch of Brilliant. The shop, a merger between DMS and

Media Lane, has projected billings of AGBP100 million for its first 12 months. New Aegis chief executive Doug Flynn quickly made his mark on Carat in September, announcing a series of changes. Mark Craze took on the UK operations while Ray Kelly was promoted to chief executive Carat Northern Europe. A new UK chief executive, David Wheldon, joined the CIA team in October and shortly after holding company Tempus paid AGBP35 million for the Added Value Group fighting off Omnicom and WPP. MindShareas Manchester office closed in November with business going to MediaVest Manchester. In November, Carat spent AGBP7million buying Scottish media independent Feather Brooksbank. Cinema Cinemaas major sales giants faced a challenge this year with the arrival of Australian outfit Val Morgan. Val Morgan picked up the contract to service new multiplex chain Hoyts in June and established its own UK operation. Days later, UK stalwart Pearl & Dean was bought by Scottish Media Group which picked up a 98.6% stake in the company. Christine Costello was appointed managing director replacing Peter Howard-Williams. Just when things were starting to calm down, Carlton Communications revealed plans to rebrand Carlton Screen Advertising as Technicolor in August. Chief executive Adam Poulter moved to New York to launch the company as a worldwide brand. Debbie Chalet became managing director in the UK. However, thanks to Carltonas planned merger with United News & Media the US business is up for sale and the UK cinema sales force now works alongside Carlton TV Sales. Magazines It was a year of structural change for the UKas leading consumer and business publishers. Circulation figures began to feel the pinch and companies came face-to-face with both the opportunities and costs of online publishing. At IPC Magazines, managing director of IPC tx, Sly Bailey, took on the top job in December. This followed the announcement of a radical restructure in February where 200 staff lost their jobs. Each of IPCas divisions was then given greater autonomy while a central sales unit was created. IPC goes Electric IPC unveiled its sixth division in September. IPC Electric, the companyas digital trading arm, was handed a AGBP25 million launch fund. Emap also restructured by creating four aoemedia neutrala networks in November with business titles, TV and radio stations coming under the same management as consumer titles. The company pulled off a coup in buying Wagadon, home to The Face and Arena for an estimated AGBP20 million in July. The Future Network continued to make acquisitions in the UK and Europe following its AGBP577 million flotation in June. On the business side, US publisher CMP Media was acquired by United News & Media only for its British and French titles to be sold to VNU for AGBP2.5 million in August. Also on the block was Ziff-Davisas magazine business, sold to US investment company Willis Stein while Informa Group massively increased its portfolio, acquiring titles from Emap and the FT Group. Reed Elsevier finally got its man in 1999, announcing former Aegis boss Crispin Davis chief executive. The customer publishing sector saw the launch of a major new player in May when Publicis Blueprint took the Asda contract from Premier Magazines. Redwood Publishing won the most high-profile pitch of the year, the contract to publish a magazine for Boots. New media As 1999 began, Freeserve had just become the UKas largest ISP despite having launched only 10 weeks previous. Its 500,000 subscribers boosted the number of people in the UK with internet access to 10.6 million adults. The number of people going online started growing at a phenomenal rate. In March NOP research claimed that the internet was attracting 10,900 new UK adult users every day. Online advertising also became much bigger, ad spend is expected to reach

around AGBP50 million this year compared to AGBP19.4 million in 1998. Another key change has been the amount of money internet companies have spent offline. According to MindShare, around AGBP30 million of Octoberas media expenditure was accounted for by dotcoms. Notable ISPs that went free during the year were Virgin Net, LineOne and Netscape. A shake-out is expected in 2000. No-one could have predicted the speed with which new users would start spending online. The yearas e-commerce spend had already topped AGBP2 billion by October. US sales house 24/7 Media launched across Europe and 24/7 UK quickly became a major player alongside RealMedia UK and DoubleClick UK. A key development was the emergence of the standalone new media independent, such as i-level and media21. The classified advertising sector came into its own this year, with huge database-driven sites for jobs, property, cars and private goods launching. Jobs in particular became a fiercely competitive market with StepStone, Jobshark, People- Bank, TopJobs and Monster all vying for share, while fish4, formerly Adhunter, continued to dominate the regional classified ad market. Newspapers Mirror Group lost its independence in August when it agreed a AGBP1.2 billion merger with Trinity. The new company had a nasty shock when it discovered that circulation figures at three of its Birmingham papers a the Birmingham Post, Evening Mail and Sunday Mercury a had been inflated since 1993. Trinity-Mirror set aside AGBP20 million to compensate advertisers. Newsquest was swallowed up by US publisher Gannett for AGBP904 million in July. Johnston Press won the battle to acquire Portsmouth & Sunderland Newspapers, for AGBP266 million in May. Northcliffe Newspapers, the Daily Mail & General Trustas regional newspaper arm, strengthened its position with the acquisition of Bristol United Press for AGBP121.5 million in November. The phenomenon of the year was undoubtedly Metro, a free morning paper launched by Associated Newspapers in April. Its success convinced Associated to extend the concept to Manchester, the West Midlands and Scotland. Fight to be free The Guardian Media Group and TrinityMirror responded with free dailies in Manchester and the West Midlands respectively. Swedenas Modern Times Group finally found a beachhead in the UK, securing the exclusive rights in November to launch a free daily on Newcastleas Metro. Express Newspapers took a new twist after parent United News & Media announced plans to merge with Carlton Communications. The three titles, which continued to lose circulation throughout the year, will be used to promote its media and digital TV interests. The inexorable rise of the Daily Mail continued, overtaking The Mirror to become the second-largest selling daily for some months of the year. However, The Mirror fought back with the launch of a weekly womenas magazine, M, in November. Scottish Media Group launched a new broadsheet, The Sunday Herald, which registered initial sales figures of over 50,000. Outdoor The theme of the year was consolidation, with JCDecaux securing its position with the AGBP608 million acquisition of Havas Media Communications a Outdoor Advertising, giving it control of Mills & Allen and Sky Sites. Following the purchase JCDecaux revealed plans to spend AGBP50 million upgrading Mills & Allenas poster sites. In August TDI secured a six-year extension to its contract to giving it rights to provide advertising on the London underground until 2006. A number of media operators managed to gain a foothold in outdoor. Scottish Radio Holdings entered the market buying independent contractors such as Trainer Outdoor which it bought for AGBP27.5 million in March. Scottish Media Group also made a foray into the industry, paying AGBP35.8 million for contractor Primesite and an estimated AGBP5.7 million for Scottish

operation Bailey. However it wasnat all blue sky outdoors. Maiden faced a tough time in October when it posted poor results for the six months to June. Turnover fell by 7.6% to 29.3 million and overall it recorded a loss of AGBP2.7 million. Meanwhile, the industry debated the likely effect of a tobacco advertising ban. The Outdoor Advertising Association campaigned vigorously for this legislation to be delayed. radio Commercial radio will probably remember 1999 as the year the radio industry began to lay the foundations for its digital future. Digital One, the national commercial multiplex owned by GWR and NTL, launched five of its 10 stations, Classic FM, Virgin Radio, Talk Radio and new services Planet Rock and Core, in November. It has secured a further four services due to launch next year. However, it was the multiplex for greater London, with its potential audience of 12 million, that provided the only competitive battle for a digital licence. SwitchDigital (Virgin Radio and Talk Radio), MXR (Chrysalis Radio and Border Radio Holdings) battled it out with eventual winners CE Digital (Emap Radio and Capital Radio). Competition for the next two London licences will be just as stiff. In June, Guardian Media Group announced plans to become a player in the UK radio market. It appointed Border Radio Holdingas group managing director John Myers as head of Guardian Radio Holdings. The year also saw Kelvin MacKenzie turn his single station, Talk Radio, into The Wireless Group. In July MacKenzie bought nine local radio stations from The Radio Partnership for AGBP42 million. Then, in October TWG made a AGBP21.4 million bid for The Independent Radio Groupas six stations. While TWG was building a sales house, due to launch next year, on the back of acquisition, Katz spent much of 1999 watching its customer base being eroded by consolidation. In October it was bought by Clear Channel International. television Microsoft kicked off the year by announcing plans to bid for BTas Milton Keynes and Westminster cable franchises. However, the software giant really made a bang in May when it acquired a 29.9% stake in Telewest. Less than a month later rumours abounded of a potential three-way cable tie-up, involving Telewest, Cable & Wireless Communications and NTL. CWC started the ball rolling in February, announcing it was in talks with Telewest. The talks soon broke down and by July NTL and CWC announced the first cable marriage. The year started badly for the BBC, its flagship channel BBC 1 slumped below 30% average share in 1998 for the first time in its history. The Corporation was dealt a further blow by the Office of Fair Trading, which decided its exclusive hold on Premier League football rights along with BSkyB was too monopolistic. However, the restrictive practices court backed the BBC and Sky in July. The Davies report into the funding of the BBC filled many a column inch, with commercial players up in arms at the proposal for a AGBP24 digital supplement. But, inevitably, the spotlight soon fell on the BBCas search for a new director general to replace John Birt. The six-month long search produced some interesting candidates, including bookiesa favourites Richard Eyre, Alan Yentob and Andrew Neil. However, despite being hounded over his AGBP55,000 gift to the Labour Party, Greg Dyke was handed the DG-ship in June. Speculation on who would fill Dykeas shoes at Pearson TV did not last long. In October it emerged Richard Eyre, ITV chief executive, would be taking on the challenge. Digital boxes clever Mark Booth, chief executive of BSkyB, quit in April and was replaced in June by Tony Ball. Ball went on the offensive and set-top boxes for Sky digital were given away free. It currently has around two million subscribers. ONdigital, meanwhile, was also in the process of clearing out its executives. Chief executive Stephen Grabiner

jumped ship in August and was replaced by Stuart Prebble from Granada. The company matched Skyas free set-top box offer, launching integrated digital TVs and in November launching a pre-pay service. By October it has secured

411,000 subscribers. The big news of the year was undoubtedly United News & Media and Carltonas decision to merge. The new conglomerate will command over 40% of TV advertising revenue and represent six major ITV regions, if the deal is approved. While much of the initial animosity to the merger has been mollified, Granada is not happy that its ITV siblings have decided to get together.

Company Names: Zenith Media Ltd
Descriptors: Company News; Restructuring; Strategy
SIC Codes/Descriptions: 3711 (Motor Vehicles & Car Bodies)
Naics Codes/Descriptions: 336111 (Automobile Mfg)

MbTV Working Toward Smart TVs

Text:

MbTV Networks, a division of Metabyte, Inc., last week announced
a strategic alliance with Seagate Technology [SEG] to develop MbTV-
enabled digital VCR products using Seagate's recently announced
SeaStream Technology for mass storage. MbTV also announced their
support of the Microsoft TVPAK initiative formed in order to bring
interactive TV products and tools to the public as soon as next year.
Assuming that MbTV and those who license their technology can bring
products to market it could be the beginning of a new trend in smart
appliances.
The MbTV software is targeted at standalone devices such as
digital video recorders like those from Replay and TiVo In the future
it could also find its way into other types of set-top boxes and
interactive TV devices.
The core of the MbTV system is a very small (250K) software
kernel on a flash ROM chip that the company hopes will be built into
future devices. The software tracks user viewing and recording habits
and builds and intelligent database of user preferences. These
preferences act as a filter that can be used to help users decide what
to watch or record.
Now before you start shouting "invasion of privacy" one of the
features of this filter database is that it doesn't require a two way
pipe back to the cable or broadcaster. Information never has to leave
the device. Data, whether it's broadcast content or Electronic Program
Guide (EPG) programming information, is sent through the cable or
broadcast signal and the user profile filter can then present the
appropriate data to the user.
The system can even be expanded to support a client server model
where the server does customized data-casting of programming
information (or other data) to the client device. The data, with
associated meta-tags, is then filtered by the profile and discarded or
passed on to the user if it fits the profile.
According to Andy Fischer, MbTV Networks' director of marketing,
"Our goal is to provide users with a personalized media experience.
Our cable or satellite companies already present us with hundreds of
channels, when Web access gets added to that we're talking about
thousands of options. While the telecommunications and broadcast
industries are solving the problem of providing high bandwidth to
people's homes, MbTV addresses what will become the ultimate

bottleneck - bandwidth to people's brains. We're trying to help solve the problem of information overload."

While MbTV is very clear and concerned about privacy issues they will admit that the system can be deployed in a two way environment and in fact part of their promotion of the technology includes references to "targeted advertising based on user profiles". "Its really up to the technology partners how they use the system," admits Laura Stansfield, MbTV's marketing communications manager, "the system can stand alone in a one-way implementation but it is scalable."

The odds are that cable or broadcast companies aren't going to use or sell an individual subscriber's viewer viewing pattern data but they could use generalized information to bolster advertising sales. For example, a cable company could present statistics or demographics and buying pattern data associated with particular programs to advertisers in order to get them to sponsor the shows, or they could sell the data to networks as a kind of instant ratings tool. The odds are that even though the system could be used as a very sophisticated advertising vehicle, early implementations are going to be very generalized - sports ads will be directed to anyone whose profile includes any kind of sports viewing (whether it's ice skating, golf, wrestling, or monster trucks).

But other companies offering similar technologies don't make any bones about gathering information from subscribers. Wink, a company that is providing the backbone software architecture for interactive TV services is very open about the fact that broadcasters or cable companies can gather instant feedback on the viewing and buying habits of users. Since they are selling to implementers, not consumers, they are promoting the ability to monitor user habits as a feature and potential sales tool. For their part, the cable and broadcasters seem to like the idea, although it's doubtful that they are going to promote this particular 'feature' to their customers.

The ability to monitor what shows a subscriber watches, what online games they play, or what products they buy could indeed be a powerful advertising tool and some subscribers are probably willing to trade that information for the extended services or convenience. Others will be appalled by the idea. When asked how subscribers are likely to react to personalized advertising Mr. Fisher said, "I think it really depends on how intrusive it becomes. If someone turns on their TV and is assaulted by commercials that call them by name, or if you start getting telephone calls from sales people who say 'hey, I know that you just bought a ticket to Hawaii over the internet, can I interest you in some sunglasses?' then people are going to get pretty upset. But if the service actually does something you want it to do, if it helps make your life easier, or helps cut down on the noise, then I think people will like it. It depends on how it is implemented."

(Laura Stansfield, 510/494-9700 x295 or lauras@metabyte.com)

Company Name: Electronic Program ; EPG ; MbTV Networks ; Metabyte Inc ; Seagate Technology ; SeaStream Technology ; Wink

00630948
BIG BROTHER IS WEBTV WATCHING

INSIDE DIGITAL TV
October 19, 1998 **Vol.: Document Type:** NEWSLETTER
Publisher: PHILLIPS BUSINESS INFORMATION
Language: ENGLISH   **Word Count:** 633   **Record Type:** FULLTEXT

Text:

Microsoft's WebTV Networks is using a system-polling feature
that collects information from each of its 450,000 subscribers for the
benefit of advertisers, Steve Perlman, co-founder, CEO and president
of WebTV has admitted.
WebTV, an Internet set-top box sold largely in the US, is also
present in software form in every copy of Windows 98 around the world.
Windows 98 was released last summer and has sold millions of copies.
The WebTV set-top box service is also offered in Canada and Japan and
is expanding internationally. Trials have been set up in the UK with
BT and the BBC and in Germany with Deutsche Telecom.
The polling takes place every night and uploads television and
Website viewing habits back to WebTV's central server. With the
collated reports, WebTV can easily discover what web sites subscribers
are visiting and what TV they are watching. The nightly survey results
are offered to advertisers in an aggregate format. Results are grouped
by ZIP code (US postal code) allowing advertisers to extrapolate
valuable demographic data. The data is used to target ads more
effectively but civil liberties watchdogs are fearful of abuses.
"We have a whole department that does nothing but look at the
information. If someone is watching a car ad and clicks through, we
can send them to the closest car dealership Web site," Perlman told
reporters. "The balance is providing advertisers with useful
information while still protecting the subscribers." WebTV claims that
it already protects subscribers from Internet cookies - markers that
track what sites people visit on the Web. But who is watching the
watchers?
"People don't understand the extent of this information
collection. It's recording everything they do. This is like having a
video camera on them 24 hours a day," said Tom Rheinlander, an analyst
at Forrester Research in the US. Chris Ellison of UK-based Internet
Freedom said, "This is diabolical."
WebTV's information collection will reach new heights when it
gets connected to cabled TVs next year. Tele Communications Inc (TCI)
and other cable operators are expected to deploy more than five
million Windows CE-equipped set-top boxes that will bring WebTV to
cable viewers. In Europe, WebTV is working with UK box manufacturer
Pace. WebTV maintains that it informs its subscribers about the data
collection.

Next year individual use tracking will be possible but users can switch it off if they wish, Perlman said. Individual tracking allows advertisers to send targeted ads to particular households, not just areas.

New Tele+ Software Update

September 30 saw the long awaited software update to Tele+ subscribers using the Nokia Mediamaster 9500S set-top box. The new operating system, TPN 3.0, was introduced exactly 19 months from the last software upgrade known as the 2.051. However, it seems that the whole download process (which lasted around 40 minutes) did not pass without problems, with some digital boxes reporting problems during the downloading process that led to a complete block of the unit.
A major change is a modification of functions by the remote control unit, which, will be substituted free-of-charge by Nokia with a new model. The new update has been described as a hybrid between the free-to-air (FTA) and the 2.0461 version. Users will notice a change in graphics and an improved EPG compared to the 2.051, but the unit still lacks the possibility of modem control and the acquisition of pay-per-view events.
Another major problem is that the new software does not enable the reception of services from Stream, the rival digital platform to Tele+. This means that if viewers have a box with an internal modem and want to subscribe to Stream's pay-per-view services, they will have to continue using the older version of the software (2.051).

Company Name: Deutsche Telecom ; EPG ; Forrester Research ; Microsoft 's WebTV Networks ; Nokia ; Tele Communications Inc

Service Shuffle
Van Tassel, Joan
Hollywood Reporter , p S-31
Jan 16 , 1998
ISSN: 0018-3660
Language: English   **Record Type:** Fulltext
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Text:

Doing business in the digital television world will mean learning new
rules and navigating new realities.

JOAN VAN TASSEL
     In the past two decades, television production, postproduction,
distribution and management decision processes have been sucked into the
turbulent vortex of digital technology. Now programming development,
acquisition and deal-making face digitally-induced upheaval that will
transform existing business models, procedures and contracts. With new
digital channel technologies gaining momentum comes hard choices and
dizzying capabilities to expand consumer choices in programming delivery.
The attractiveness to feature-hungry consumers will be immense. But in the
process, many of the givens of doing business in television may have to be
revisited.
     These issues are taking on greater prominence for cutting-edge
programming execs as consumers are offered megachannel satellite services
and newly-fat cable-system pipelines.
     'Right now, the business is in its infancy, so it isn't affected too
much,' observes Doug McCormick, president and CEO of Lifetime Network.
'When we acquire rights, we normally pick up the digital rights at the same
time because it doesn't over-expose the product. But down the road, in 48
to 60 months, when there will be many more digital households, it will
probably cost more for programming that reflects the use of two services to
reach an audience. As producers, however, it gives us a greater appetite to
invest in quality programming when We know we have more exhibition spaces.'
     'It's a 50-50 shot - new media rights have been excluded in some cases
but not in others. We'd prefer to exclude them because they're potentially
money-generating,' says Rena Ronson, executive vp of Lakeshore Intl., who
oversees the deals for the company's 300+ picture library. 'It pays to hold
back because there's a future, but it's not an easy thing to do. However,
we are getting inquiries and offers from previous licensees who don't have
new media rights, and we've been able to generate additional revenue,'

agrees Ronson.

For purveyors of both television programs and feature films, the deals will change because digital distribution opens up new lines of programming and new categories of service. Near-video-on-demand (NVOD) and on-demand (VOD) services carve out a new window that fits between theatrical release and the pay-per-view window in the current release and distribution model.

'In the pay-per-view world, there's an opportunity because greater channel capacity offers the audience convenience and breadth and depth of titles,' says Jim Ramo, president of TVN Entertainment, which is currently developing a digital movie service set to launch in September 1998. 'There's the potential for increasing the buy rate above what could be achieved with single or double channel PPV service. It will allow everybody to make money - the local cable operator, the studios and the national distributors.'

The film industry was accustomed to multiple windows and the pay-per-view window had already been carved out when NVOD and VOD became available in a few of the interactive TV tests in the early 1990s. However, the plot thins for television programming. Typically, a program is exposed for two runs on a network, then goes to basic cable and finally into syndication. Each of these uses involves linear television program rights. Digital distribution now creates an entirely new category: Transactional program rights.

'Did the addition of the PPV, home video and premium services windows affect the studios negatively? No - each window promotes the others,' says Jon Gluck, vp programming development for Your Choice TV (YCTV), a pioneer in on-demand television programming. 'And the same thing will happen to TV.' Gluck calls the new opportunity the 'time-shift window,' which occurs for about 14 to 30 days immediately after a program is telecast. It adds an immediate revenue stream, an important consideration when shows may not generate income for two to three years after its network runs. Or, in the case of soap operas, to shows that have no further life at all.

'It's important to take advantage of the 'promotion halo' from the original show,' says Gluck. 'Viewers remember a program for a limited period of time. So the value of that show is during the period right after the telecast. For YCTV, we need three hours to digitize it and we usually begin airing it in our window the next broadcast day.'

It is no great surprise that one area of contention is the revenue split. For films, the established split for the NVOD and VOD is the same as for pay-per-view (although the price to the consumer may be slightly higher than PPV): 45% to the cable operator, 45% to the studio or rights holder and 10% to the service or channel. Since there is so little experience with TV programs, much more uncertainty exists about money matters. To begin with, on-demand viewing of a movie might be $6 - but the cost is far less for a TV program. YCTV's suggested retail price is 99 cents. Starting from the traditional 45-45-10 PPV split, YCTV has tried to increase its slice of the pie from 40-40-20 towards 1/3-1/3-1/3.

Moreover, this arrangement excludes what may potentially be an even more lucrative source of revenue: targeted advertising. Each digital set-top box has a unique identification that lets advertisers tie individual subscriber households to specific demographic data.

'Down the road, we will take out the advertising in the shows and put in targeted, addressable advertising to particular households,' says Gluck. 'So in the future, two households could watch the same YCTV show and because their demographics are different, they could see two different

commercials.'

And therein lies the center of the conflict over the introduction of
transactional rights. YCTV has been eminently successful at packaging a
range of quality programming, including offerings from ABC, HBO, ESPN, PBS,
Discovery, Court TV, National Geographic, the Learning Channel and Animal
Planet. However, it has signed on only one primetime network show, 'Ellen.'
The dearth of such programming stems from network affiliates' resistance to
any moves that threaten their exclusive hold on programming, as NBC
discovered this past summer when its plan to air an episode on the Internet
raised local hackles.

'The question is: Will the affiliates go along with what owners want
to do?' says one television executive, speaking anonymously. 'You have to
be careful not to point a finger at any one group, but whenever you try to
something new, somebody is going to get nervous. While it's limited now,
everyone knows some kind of delayed on-demand service or virtual VCR
capability will grow in the future. And then it could affect affiliates'
viewership and ratings.'

Naturally, YCTV says 'it ain't so,' arguing that their tests show that
the viewers who watch the service's programs wouldn't have seen the show
anyway. The bulk of YCTV's viewers fall into one of three groups: TV
loyalists' who find out about a program after it has aired or were forced
to choose between two shows they wanted to watch; 'TV soccer parents' who
use YCTV as an organizing tool because they are too busy to watch the
scheduled broadcast; and the 'gimme group' of viewers who want what they
want when they want it.

'YCTV offers a viewer additional opportunities to view the show
without the downside of audience erosion,' maintains YCTV's Gluck. 'It
actually supports both the network and the affiliates by reinforcing
habitual viewing and extending the brand that the show originated from.'

Others worry that on-demand service may infringe on the ability of
rights holders to limit the exposure of their products.

'We want to control as best as we can the runs and playdates of our
films,' says Lakeshore's Ronson. 'The optimum is not to have so much
exposure, because you don't want to overextend so much that when the rights
revert back to you, the program is exhausted. To some extent, this can be a
hurdle to digital distribution.'

In the end, consumers will drive the diffusion of digital services and
determine their success and failure. And where consumers congregate,
advertisers are not far behind.

To measure activity in digital households, Nielsen is testing the
Active/Passive Meter System in 500 households. The meters actively read
video and audio codes embedded within programs to identify what viewers are
actually seeing on their screens at any given moment.

'The first challenge is to tell what is on the set. When you cut
through everything else, that's what you have to do, and we consider it a
core business issue to be able to measure that environment,' says Jack
Loftus, vp communications for Nielsen Media Research. 'We saw DBS homes
grow 50% in the last year and we expect to see more digital distribution
showing up in our sample in the coming years. Digital communications is the
bridge that is going to take us from the analog, linear world to the new
world of interactivity.'

'There are no black and whites. The transformation will be incremental
and things will change fairly slowly,' adds another executive. 'When you
talk about new forms of distribution and rights and how they are affected,

probably old models can be tweaked a little without hurting existing businesses too much. Nobody is going to win if somebody loses.'

Cox Broadcasting hosts 'Broadcasting Bonanza: What Will You Do With All Those New Digital Channels?' on Tuesday, Jan. 20 from 10:15-11:15 a.m.

Publisher Name: BPI Communications, Inc.
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NAICS Codes: 51312 (Television Broadcasting)
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Advertising Codes: 55 Company Planning/Goals

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Groups look to cut costs, set the pace

Gimein, Mark
Mediaweek v6n37 pp: MQ28
Sep 9, 1996
ISSN: 1055-176X **Journal Code:** MEW
Document Type: Journal article **Language:** English **Length:** 1 Pages
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Abstract:

The passage of the Telecommunications Act of 1996 in February has led to a
new wave of television mergers. The reigning mentality: buy high, cut
costs, squeeze money from the new properties and fight for every last
dollar. In 1997, the big players will expect to see some of the economies
of scale they have promised their investors. That means some ad-sales
traditions, such as selling time on individual stations strictly to local
businesses, could be in for a quick overhaul.

Text:

The starting gun went off for the latest wave of television mergers with
the passage of the Telecommunications Act of 1996 in February, and the
biggest groups have been off and running ever since. The reigning
mentality: buy high, cut costs, squeeze money from the new properties and
fight for every last dollar. This is not business as usual.

In 1997, the big players will expect to see some of the economies of scale
they have promised their investors. That means some ad-sales traditions
could be in for a quick overhaul. This year has already shown that selling
time on individual stations is no longer strictly a local business.
"Companies such as CBS/Westinghouse have learned to make group deals that
take [a substantial percentage] of the money out of the rest of the spot
marketplace," says Television Bureau of Advertising president Ave Butensky
That trend will continue. Look especially for Fox to use its new 35 percent
national coverage to offer powerful, unwired network possibilities.

Expanded groups are now also in a position to shave points off their
ad-sales costs in tough negotiations with rep firms. Companies such as the
Baltimore-based Sinclair Broadcast Group (which owns 22 stations and
operates seven others) is now choosing a rep firm to unify its sales
operations and will set the tone for the national spot sales business.

The expanded Fox station group, augmented by the New World stations, may be the biggest question mark in the adsales business, however. "It'll be interesting to see what Fox does with New World and its sales unit," says Howard Nass, head of local broadcast for TN Media. Fox, whose own stations are represented by several outside firms, could use New World's sales unit to take its rep business in-house.

Marketing-savvy groups are starting to use all the tricks of the trade in the local ad wars. If watch-and-win contests gave advertising agencies (and rating service Nielsen Media Research) headaches this year, wait until next year.

"The best ideas [for increasing revenue] now are coming from radio, as they have for some time," says Sinclair chief executive officer Barry Baker, who has a reputation for emphasizing his stations' sales and marketing operations. That means contests, extensive local promotions and partnerships with local advertisers. Much as it might worry national agencies, that is a trend hard to reverse. When Cox Broadcasting came under fire for skewing audience ratings with watch-and-win contests at Pittsburgh NBC affiliate WPGH-TV, Cox didn't stop the promotions. Company officials just decided to run the sweepstakes year-round.

The single best idea of 1997 might be one that newspapers put into practice years ago. Advances in technology now let TV stations provide zoned ads to cable viewers by sending out commercials and promotions tailored to individual cable systems or groups of systems. ABC owned-and-operated KGOTV in San Francisco has already done pioneering experiments with localized promos and, when a new file server is put in place later this year, should be able to transmit as many as six commercials at once to different areas.

"The initial impetus was promotion," says KGO general manager Jim Topping, "but of course I saw that if I can do that, I can do commercials, too." The biggest hurdle is selling cable operator TCI's corporate office on the idea (the technology requires equipment at the cable head-end). Says Topping, "It's not something the local cable systems can agree to." E

Author Affiliation:

Gifts of Scotch might not be in fashion in the abstemious '90s, but there are plenty of broadcasters who would be happy to send a bottle to Frank Smith Jr. The Corpus Christi, Texas, station operator (he has owned and run NBC affiliate KRIS since 1956) partnered with Joseph E. Seagram & Sons to run commercials for Crown Royal whiskey, breaking the gentleman's agreement that has kept liquor ads off the airwaves. Smith had been trying to sign a distiller for 13 years. "It's a long time between drinks in Kentucky and Tennessee," the patient broadcaster said earlier this year. Smith says he expects to air another flight of ads from Seagram in the fall, and also expects a second distiller to join in.

THIS IS THE FULL-TEXT.

Geographic Names: US

Descriptors: Industrywide conditions; Media planning & buying; Spot television; Television stations; Changes
Classification Codes: 9190 (CN=United States); 7200 (CN=Advertising); 8330 (CN=Broadcasting &
telecommunications)

01438294/9 **Links**
EUROPEAN PATENTS

01438294
Method for storing information
Verfahen zur Speicherung von Informationen
Procede pour memoriser de l'information
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PATENT (CC, No, Kind, Date): EP 1223747 A2 020717 (Basic)
                              EP 1223747 A3 040204
APPLICATION (CC, No, Date):   EP 2001850210 011219;
PRIORITY (CC, No, Date): SE 004904 001229
DESIGNATED STATES: DE; FR; GB
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS (V7): H04N-005/00

ABSTRACT EP 1223747 A2
    A method of storing information in a multimedia integrated receiver
  decoder arranged to be used with the Multimedia Home Platform standard.
  First, user commands input to the integrated receiver decoder are
  interpreted (110). Then, the user commands are collected (120) and saved
  (130) as data items in a database. Finally, the data items are made
  accessible to computer applications run on the integrated receiver
  decoder by means of an Application Program Interface (140). This makes it
  possible for agents to get information on viewing and box using habits
  for all channels.
ABSTRACT WORD COUNT: 92
NOTE:
  Figure number on first page: 3

LEGAL STATUS (Type, Pub Date, Kind, Text):
  Application: 020717 A2 Published application without search report
  Search Report: 040204 A3 Separate publication of the search report
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LANGUAGE (Publication,Procedural,Application): English; English; English
FULLTEXT AVAILABILITY:

Available Text	Language	Update	Word Count
CLAIMS A	(English)	200229	393
SPEC A	(English)	200229	1585
Total word count - document A			1978
Total word count - document B			0
Total word count - documents A + B			1978

SPECIFICATION EP 1223747 A2

FIELD OF INVENTION
   The present invention relates generally to a method and a terminal for
storing user information in a multimedia terminal and more particularly
to storing information regarding a user of a multimedia integrated
receiver decoder arranged to be used with the Multimedia Home Platform
standard.

BACKGROUND
   Multimedia terminals and applications are becoming increasingly
popular. Such systems open up for new services and features for
television users as well as for operators. A standard developed by the
Project on Digital Video Broadcasting is the so-called Digital Video
Broadcasting standard or simply DVB standard. Its main intent is to reap
the benefits of technical standardisation. For more information regarding
the DVB standard, reference is made to the publication "Digital
Television MPEG 1 MPEG 2 And principles of the DVB System", H Benoit,
ISBN 0-471-23810-4, or to the DVB Home Page on the Internet:
http://www.dvb.org.
   Coexisting with the DVB standard, there is a so-called Multimedia Home
Platform (MHP) Specification, see for example the ETSI home page:
http://www.etsi.org. This specification further describes hardware and
software related matters relating to multimedia applications, such as
application signalling and application life cycle.
   With the power of today's set-top boxes and other Integrated Receiver
Decoders (IRDs) it is possible to analyse the behaviour of television
viewers by letting the IRD track the users channel switches etc. However,
due to hardware and performance limitations, it is not possible for all
applications to run simultaneous in the IRD. Also, a downloadable MHP
application running on the IRD can only run inside the services
(TV-channels) that signals the application in their so-called Application
Information Table (AIT). Therefore a downloadable agent that the viewer
would like to use can only collect information and learn the viewer's
habits in some specific channels. This information would be more valuable
if an agent application could be awake in all channels.
   However, this is not feasible according to MHP standard. When service
selection API is used only application signalled in that selected service
Application Information Table (AIT) will be able to run. Tuning to
another transport stream or channel can be done using the tuning or
streaming media API to avoid that the application is being stopped.
However, the usage of these APIs does not constitute service selection.
The service selection should normally be used because otherwise the other
services applications will not be loaded. To use the tuning API an
application also needs a certain permission that probably will not be
given to an application that wants to be the "one and only".
   Thus, the problem is that a downloadable agent application can only
have access to information about all viewing and IRD usage habits in the
channels that it has permission to be alive in instead of all channels.

SUMMARY OF THE INVENTION
   An object of the present invention is to provide a method, a multimedia
integrated receiver decoder and a system for storing information

regarding a multimedia user as well as a computer program product wherein the above mentioned drawbacks are eliminated or at least mitigated and wherein it is possible for a downloaded agent application to have access to user information related to other channels or information streams.

The invention is based on the realisation that an Application Program Interface (API) can be used as a means for allowing several MHP applications to share common information. An IRD adapted to use the method according to the invention is provided with a resident application that collects the information and makes it accessible through an MHP like API for downloadable applications.

According to a first aspect of the invention there is provided a method as defined in claim 1.

According to a second aspect of the invention there is provided a multimedia integrated receiver decoder as defined in claim 6.

According to a third aspect of the invention there is provided a computer program product as defined in claim 7.

By using the method, the multimedia terminal, the system and the computer program product according to the invention the above objectives are attained. Thus, the invention makes it possible for agents to get information on viewing and box using habits for all channels.

This will give an agent more information to work on and it can therefor do a better job.

BRIEF DESCRIPTION OF DRAWINGS

The invention is now described, by way of example, with reference to the accompanying drawings, in which:

FIG. 1 is an overall diagram of a communication system embodying the invention,

FIG. 2 is conceptual model of a user equipment utilising a MHP baseband processor for receiving information, and

FIG. 3 shows a flow chart describing the inventive method.

DETAILED DESCRIPTION OF THE INVENTION

In the following, a preferred embodiment of a method and a terminal according to the invention will be described.

The backbone of a communication system for multimedia applications will now be briefly discussed with reference to figure 1. The backbone comprises a number of communication paths 30, one of which is shown in figure 1. The transmission medium supports high-speed transmission of digital information, such as audio (A), video (V) and data (D). A number of users are connected to the backbone, of which a first user 10 is shown in the figure. This user 10 functions as a receiver of multimedia information, such as a subscriber of television programmes, provided by a number of service provides, designated 40 in the figure. Each user has a so-called Integrated Receiver Decoder (IRD) or Set-top Box arranged to process the incoming information and sometimes also function as a transmitter of information.

A method covered by a standard, such as the above mentioned Multimedia Home Platform, could be used to send the information to the user 10 through receiver equipment at the user, which will now be discussed with reference to figure 2, wherein an IRD 11 is shown. A transport stream arriving from the transmission medium 30 is received at an input 12 and is directed to a video and audio decoder 13, wherein the signals are decoded. The decoded audio and video signals are synchronised in the

decoder 13 and the decoded signals are then directed to a digital to analogue (D/A) converter 14, wherein the digital information is converted to analogue form useable by a TV encoder, such as a PAL encoder 15. The encoder 15 supplies the encoded information through an output 16 and to a presentation unit, in this case a TV set 60, on which the information is displayed as a TV programme, for example. The data information can comprise several kinds of information.

The operation of the IRD 11 is controlled by means of software 17 run on suitable processor hardware (not shown). Thus, the software is stored in memory and is run either on request by the user or in response to some event. User requests are input to a second input 18, which could comprise an IR port, for example, communicating with a remote controller (not shown).

Information regarding user commands is collected by a collection application 21 residing in the IRD 19 and the information is stored in user database 19. The database contains relevant information on user behaviour, of which the following is a non-exhaustive list: What TV programmes are watched, the genre of programmes being watched, what kind of commercials the viewer prefers, how long programs the viewer watches, which sites on the Internet the viewer visits, which programs the viewer records, which programs the viewer saves for long term, which parts of the program the viewer watches (in case the program is segmented as suggested in the TV-Anytime standard, form example), etc.

The invention is based on the use of an Application Program Interface (API) 20 in the IRD 11. An API is the calls, subroutines, or software interrupts that comprise a documented interface so that a (usually) higher-level program such as an application program can make use of the (usually) lower-level services and functions of another application, operating system, network operating system, driver, or other lower-level software program.

The method according to the invention will now be described with reference to the flow chart in fig. 3. First, in step 110, the collection application 21, see fig. 2, interprets user commands input through input 18, for example. The interpreted commands are collected to give information about the user's behaviour, step 120. This information is then, in step 130, stored in the user database 19. The application that collects the information and saves it could be done in any programming language. The saving could be done to RAM, flash or to a non-volatile memory, such as a hard disk. The structure of the saved data is preferably implementation dependent.

Thereafter, in step 140, the user information is made accessible by means of the API 20, see fig. 2. The API from which the downloadable applications access the information should be specified in a standardised way like MHP specification to ensure interoperability between different boxes and applications.

When later a downloadable agent application is downloaded, step 150, this agent can make use of the user information gathered in steps 110-130. In that way, the agent application can make "intelligent" suggestions about choice of language, recording options etc. by accessing the user database through the use of the API 20 residing in the IRD 11, step 160.

Preferred embodiments of the invention have been described. The person skilled in the art realises that these can be varied within the scope of the appended claims. Thus, the inventive idea is applicable to the

Multimedia Home Platform standard but could also be used with other similar standards and application frameworks, wherein the problem of coexisting applications is present.

There is possible to regulate the permissions a downloadable agent will have to the information. Thus, the permissions for agent applications to have access to APIs for external contact can be denied to make sure that the users (TV-viewer) privacy is kept.

CLAIMS EP 1223747 A2

1. A method of storing information in a multimedia integrated receiver decoder (11) arranged to be used with the Multimedia Home Platform standard, said method being characterized by the following steps:
   a) interpreting user commands (110) input to said integrated receiver decoder,
   b) collecting said user commands (120),
   c) saving said user commands (130) as data items in a database, and
   d) making said data items accessible to computer applications run on said integrated receiver decoder by means of an Application Program Interface (140).
2. The method according to claim 1, comprising the additional step of:
   e) downloading an agent application adapted to access said data items through said Application Program Interface.
3. The method according to claim 2, wherein said additional step of downloading comprises using said data items to facilitate the operation of said integrated receiver decoder (11).
4. The method according to claim 2 or 3, wherein there is provided for denying access to said data items for agent applications.
5. The method according to any of claims 1-4, wherein said data items comprise any of the following user information: what TV programmes are watched, the genre of programmes being watched, what kind of commercials the viewer prefers, how long programs the viewer watches, which sites on the Internet the viewer visits, which programs the viewer records, which programs the viewer saves for long term, and which parts of the program the viewer watches.
6. A multimedia integrated receiver decoder (11) arranged to be used with the Multimedia Home Platform standard, said integrated receiver decoder being

   characterized by
   - elements (17,21) for interpreting user commands input to said integrated receiver decoder,

   - elements (21) for collecting said user commands,
   - elements (21) for saving said user commands as data items in a database, and
   - an Application Program Interface (20) making said data items accessible to computer applications run on said integrated receiver decoder.
7. A computer program product directly loadable into the internal memory of a multimedia integrated receiver decoder (11), said computer program product comprising software code portions for performing the following steps:

   a) interpreting user commands (110) input to said integrated receiver

decoder,

b) collecting said user commands (120),

c) saving said user commands (130) as data items in a database (19), and

d) making said data items accessible to computer applications run on said integrated receiver decoder by means of an Application Program Interface (140).